

## II. AMENDMENTS TO THE CLAIMS

*Please amend the claims as follows:*

1. (Currently Amended) A method, executed on at least one computer device, of managing items available for electronic purchase, the method comprising:

storing, on the at least one computer device, the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure and a page is dynamically generated, for a user at a user device, based on a result of the query, wherein the query returns a set of records containing the items based on a level of the hierarchical structure selected and queried;

storing, on the at least one computer device, historical data corresponding to operations performed by each of a plurality of users in order to locate an item in the hierarchical structure, wherein the operations include each level and corresponding category of the hierarchical structure which were navigated by the plurality of users in order to locate the item;

identifying, by the at least one computer device, at least one high frequency item corresponding to a high level page by analyzing the historical data to identify at least one item that is most frequently located from a high level of the hierarchical structure corresponding to the high level page,

receiving a request for a high level page on the at least one computer device, the high level page corresponding to a high level of the hierarchical structure; and

automatically generating, on the at least one computer device, the high level page using the query for the corresponding high level of the hierarchical structure and the identified at least one high frequency item to display the at least one high frequency item on the high level page, wherein the high level page is dynamically generated by the at least one computer device in response to receiving the request for the high level page.

2. (Previously Presented) The method of claim 1, the identifying including:

presenting the at least one high frequency item to an administrator; and

receiving a selected at least one high frequency item for display on the high level page,

wherein the administrator determines if the at least one high frequency item is displayed on a high level page and on which high level page the at least one high frequency item is displayed.

3.-4. (Canceled)

5. (Previously Presented) The method of claim 1, wherein the automatically generating step includes obtaining the query for each level based on the stored operations.

6. (Previously Presented) The method of claim 1, further comprising maintaining a record of the frequency that each of the items has been purchased.

7. (Previously Presented) The method of claim 6, wherein a separate record of the frequency of purchase of each of the items is maintained for each of a plurality of groups of users.

8. (Currently Amended) A method, executed on at least one computer device, of managing items available for electronic purchase, the method comprising:

storing, on the at least one computer device, the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure and a page is dynamically generated, for a user at a user device, based on a result of the query, wherein the query returns a set of records containing the items based on a level of the hierarchical structure selected and queried;

identifying, by the at least one computer device, ~~at least one~~ a plurality of high frequency ~~items~~ item corresponding to a high level page, wherein the plurality of ~~at least one~~ high frequency ~~items are items~~ item is an item that ~~is~~ are frequently located from a corresponding level of the hierarchical structure;

presenting, on the at least one computer device, the ~~at least one~~ plurality of high frequency ~~items~~ item to an administrator for ~~the~~ a group of users;

receiving a selection, on the at least one computer device, of at least one item by the administrator for display on the high level page for each user in the group of users, wherein the administrator selection determines which ~~at least one~~ high frequency item of the identified ~~at~~

~~least one plurality of high frequency items~~ item is displayed, if the ~~at least one~~ high frequency item is displayed on a highest level page or the high level page and on which high level page the ~~at least one~~ high frequency item is displayed, and wherein the selection can comprise ~~can select~~ an item that is not a high frequency item to be displayed on the highest level page or the high level page;

receiving a request for the high level page on the at least one computer device from a user in the group of users; and

automatically generating, on the at least one computer device, the high level page using the query for a corresponding level of the hierarchical structure and the selected at least one item for the high level page to display on the high level page, wherein the high level page is dynamically generated by the at least one computer device in response to receiving the request for the high level page.

9. (Canceled)

10. (Previously Presented) The method of claim 8, further comprising separately maintaining records of frequencies that each of the items has been purchased for a plurality of groups of users.

11. (Previously Presented) The method of claim 8, further comprising storing the operations performed by users in the group of users to select an item in the hierarchical structure.

12. (Original) The method of claim 11, wherein the identifying step includes analyzing the stored operations.

13. (Previously Presented) The method of claim 8, further comprising storing the operations performed by users in the group of users to select an item in the hierarchical structure, wherein the automatically generating step includes obtaining the query for each level based on the stored operations.

14. (Currently Amended) A system for managing items available for electronic purchase, the system comprising:

at least one computer device comprising:

a storage system for storing the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure and a page is dynamically generated, for a user at a user device, based on a result of the query, wherein the query returns a set of records containing the items based on a level of the hierarchical structure selected and queried;

a storage system for storing historical data corresponding to operations performed by each of a plurality of users in order to locate an item in the hierarchical structure, wherein the operations include each level and corresponding category of the hierarchical structure which were navigated by the plurality of users in order to locate the item;

a frequency system for identifying at least one high frequency item corresponding to a high level page by analyzing the historical data to identify at least one item that is most frequently located from a high level of the hierarchical structure corresponding to the high level page;

a system for receiving a request for a high level page, the high level page corresponding to a high level of the hierarchical structure; and

a display system for automatically generating the high level page using the query for the corresponding high level of the hierarchical structure and the identified at least one high frequency item, wherein the high level page is dynamically generated by the at least one computer device in response to receiving the request for the high level page.

15. (Original) The system of claim 14, further comprising a selection system for selecting an item in the hierarchical structure, and storing the operations performed to select the item.

16. (Previously Presented) The system of claim 14, wherein the frequency system separately maintains records of frequencies that each of the items has been purchased for each of a plurality of groups of users.

17. (Original) The system of claim 14, further comprising an administration system for allowing an administrator for a group of users to select at least one high frequency item for display on the high level page.

18. (Original) The system of claim 14, further comprising an identification system for identifying a user.

19. (Currently Amended) A computer program product stored on a non-transitory computer readable medium for managing items available for electronic purchase, which when executed comprises:

program code for storing the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure and a page is dynamically generated, for a user at a user device, based on a result of the query, wherein the query returns a set of records containing the items based on a level of the hierarchical structure selected and queried;

program code for storing historical data corresponding to operations performed by each of a plurality of users in order to locate an item in the hierarchical structure, wherein the operations include each level and corresponding category of the hierarchical structure which were navigated by the plurality of users in order to locate the item;

program code for identifying at least one high frequency item corresponding to a high level page by analyzing the historical data to identify at least one item that is most frequently located from a high level of the hierarchical structure corresponding to the high level page;

program code for receiving a request for a high level page on the at least one computer device, the high level page corresponding to a high level of the hierarchical structure; and

program code for automatically generating the high level page using the query for the corresponding high level of the hierarchical structure and the identified high frequency item, wherein the high level page is dynamically generated by the at least one computer device in response to receiving the request for the high level page.

20. (Original) The program product of claim 19, further comprising program code for selecting

an item in the hierarchical structure, and storing the operations performed to select the item.

21. (Previously Presented) The program product of claim 19, further comprising program code for separately maintaining records of frequencies that each of the items has been purchased for each of a plurality of groups of users.

22. (Original) The program product of claim 19, further comprising program code for allowing an administrator for a group of users to select at least one high frequency item for display on the high level page.